

NMTA
BOAT SHOW COMMITTEE MEETING
July 10, 2024 10:00 A.M.
Zoom Meeting

Present: Bryce Hansen, Chair
Giuseppe Alvarado
Elizabeth Bohling
Tony Bulpin
Greg Dick
Katie Malik
Jace Romine

NMTA Staff George Harris, President
Katie McPhail, VP and Boat Show Director
Karsten McIntosh, Communications Director
Wyatt Asbury, Membership Coordinator
Joan Collins, Boat Show Assistant
Katie Groseclose, Executive and Programs Manager

Absent: Jon Josephson

MINUTES

The meeting was called to order at 10:00 am.

Committee Introductions

George Harris introduced the newest committee member: Jace Romine from Union Marine. The rest of the committee introduced themselves to Jace.

George gave a brief description of what is expected from Boat Show Committee members.

New Members

Wyatt Asbury presented one new member application which are pending Board approval.

The Committee moved, seconded and passed a recommendation to the Board to approve the three NMTA membership application.

- Mustang Survival – Active

Wyatt reported 66% of the membership has renewed this year. Renewals were due June 30, 2024, but there is a 30-day grace period for members to get their renewal in without any consequences.

Seattle Boat Show Applications

Katie McPhail reported 2025 Seattle Boat Show applications were emailed on June 28 and on time applications are due August 31, 2024 with a 50% deposit. Katie said so far we have received about 15 applications. Space allocation will be at the September meeting. George Harris recommended the committee review the Boat Show Guidelines.

Seattle Consumer Show Meeting

George Harris reported that he met with show producers from all the flat floor shows that hold their shows at Lumen Field. This group included producers of the RV Show, the Home Show and the Auto Show. George said the Auto Show group is currently in the renewal process and came to the group discuss problems with the venue and rising costs.

Advertising Update

Karsten McIntosh reported the signature logos with the 2025 image are available on the exhibitor site. Katie McPhail said we will send these to the exhibitors when she starts sending exhibitor updates.

George Harris reported that we are currently in year two of a three-year agreement with Bullseye Creative. Bullseye Creative is going to present their creative ideas at the September Boat Show Committee meeting.

Karsten asked the committee for high resolution photos to use for the advertising. He mentioned it has been a few years since NMTA and Bullseye set up a photoshoot and they are running low on new images to use.

Exhibitor Distributed Tickets

Katie McPhail began the discussion on exhibitor distributed tickets for the Seattle Boat Show. Katie said that staff is aware all exhibitors use guest tickets in different ways. George said traditionally 60% of the guest tickets purchased are redeemed. George said if we switch to a charge when redeemed the cost of the redeemed tickets will need to be higher so the budget doesn't change. The committee liked the idea of going digital and paying on redemption. They would also like a way to see if their tickets have been redeemed and contact information of the attendee.

Promotion Strategy

Katie McPhail said staff has begun discussing promotions for the 2025 show and wants to shift strategy to few large promotions instead of many smaller promotions for the show. New ticketing promotions currently being discussed are: Military discount, Comeback for free, etc. There are also elevated experience promotions, such as food & beverage, extra seating, parking, amenities. Staff would also like to explore a boat giveaway or another big promotion.

The meeting was adjourned at 12:00 PM. The next Boat Show Committee meeting will be Wednesday, September 11 on Zoom.